

Economic Impact of Golf in Ocean City, Maryland

Study Conducted for the
Town of Ocean City and
Ocean City Golf Getaway, Inc.

by
Monika Thompson, Government Consultant

Institute for Governmental Service
Center for Applied Policy Studies
University of Maryland, College Park

May 2000

CONTENTS

Executive Summary	v
Introduction	1
Methodology	7
Golf Course Survey	7
Off-course Spending Models	7
Expansion Factor	9
Economic Multipliers	10
IMPLAN [®] Model	11
Economic Impact Analysis	13
Impact of Golf Courses	13
Impact of Off-course Spending	13
Total Impact: Dollars and Jobs	14
Other Impacts	17
Residential Real Estate Development	17
Nonmarket Impacts	17

APPENDIXES

A: Summaries of Golf Course Survey Data	A1
Golf Rounds Played	A2
Average Annual Revenues	A3
Average Annual Expenditures	A4
B: Total Golf Rounds Played and Spending Estimates	B1
Golf Rounds Played	B2
Golf Course Revenues and Expenditures	B3
Golfer Off-course Spending on Accommodations	B4
Golfer Off-course Spending on Food, Beverages, and Other Items	B5

C: Survey Questionnaire	C1
D: Detailed Information on Ocean City Golf Getaway Courses	D1
The Bay Club	D2
The Beach Club	D3
Bear Trap Dunes Golf Club	D4
Deer Run Golf Park	D5
Eagle’s Landing	D6
Green Hill Yacht and Country Club	D7
Lighthouse Sound Golf Club and Community	D8
Nassawango Country Club	D9
Nutters Crossing Golf Club	D10
Ocean City Golf and Yacht Club	D11
Pine Shore Golf	D12
River Run Golf Club	D13
Rum Pointe Seaside Golf Links	D14

EXECUTIVE SUMMARY

Ocean City, known as Maryland's premier mid-Atlantic coastal summertime family vacation destination, has in recent years become a mecca for yet another increasingly popular and fast growing recreational activity: golf. The temperate climate, championship golfing opportunities at more than a dozen highly rated courses all within close proximity to each other, coupled with a myriad of lodging choices, restaurants, golf schools, outfitters, and other services, have made Ocean City a year-round destination for golfers from Maryland, Delaware, New Jersey, Pennsylvania, New York, Virginia, and West Virginia.

This study estimates the economic impact of the 15 operating golf courses of the Ocean City Golf Getaway consortium, representing the premier golfing opportunities in the Ocean City area. Golfers played nearly 518,000 rounds at participating courses in 1998. Golf Getaway courses represented 65 percent of all golf rounds played in the Ocean City area.¹

Economic impact estimates presented in this study are based on financial data provided by the golf courses and off-course spending models for accommodations, food, beverages, and other items that are characteristic of the typical three-day, two-night Ocean City golf vacation package. Impacts are estimated using the IMPLAN[®] input-output model.

1. Nonparticipating courses in Maryland and southern Delaware generated an estimated 280,000 rounds in 1998. The impact of nonparticipating courses was beyond the scope of this study.

The total economic impact is the sum of direct, indirect, and induced impacts. The direct impact of golf comprises course revenues plus off-course golfer spending on accommodations, food, beverages, and other items. The indirect impact is the re-spending of dollars in the local economy on wages to employees, operating expenses, taxes, etc. The induced impact is the portion of employee wages and salaries that is spent locally on goods and services.

Economic Impacts

- The **total economic impact of golf in Ocean City in 1998 was \$112.4 million**. Of that amount \$66.7 million was spent directly on golf, both at golf courses and off-course on accommodations, food, beverages, and other items. Re-spending of golfer dollars in the local economy produced an additional \$22.4 million in indirect and \$23.3 million in induced impacts. The overall **economic multiplier is 1.69**; that is, 69 cents of every dollar in direct spending was re-spent in the local economy.
- Golf added a total of **2,321 full-time equivalent jobs** to the local economy. The actual number of jobs is likely significantly higher; many jobs at golf courses, in hotels, restaurants, and other services are part-time or seasonal.

- **Golf courses accounted for \$50.6 million in economic impact**, of which \$30.2 million is actual golf course revenue, \$10.1 million is indirect and \$10.3 million is induced spending resulting from golf course revenues.
- **Off-course spending by golfers contributed \$61.8 million of economic impact** to the local economy. Of that amount, \$25.6 million is the impact of spending on accommodations and \$36.2 million is the impact of off-course spending on food, beverages, and other items associated with golf vacations.

Other Impacts

- Several golf courses in the Ocean City area can be characterized as golf communities with residential development integrated into the overall design of the golf course. Residential real estate development in golf communities is another, often very significant, market

impact of golf on the local economy. Ocean City golf communities comprise a total of \$54.2 million in residential real estate development. These properties generate approximately \$1.1 million in real property taxes annually.

- Aside from market impacts, golf provides many positive nonmarket spinoffs, including aesthetic benefits as well as open space and wildlife habitat preservation. Many golf courses provide wide expanses of open space, incorporating broad sweeping vistas of manicured lawns, offset by woodlands and other vegetation features. Ocean City golf courses are further characterized by outstanding water views, benefiting golfers, local residents, and guests alike. Eagle’s Landing, the Town of Ocean City’s municipal course, is the first certified Audubon cooperative sanctuary in Maryland.

See Table 1 below for a summary of the economic impact of golf in Ocean City.

Table 1
Economic Impact of Golf in Ocean City, Maryland

<i>Impact</i>	<i>Golf Course Revenues</i>	<i>Accommodation Spending</i>	<i>Food, Beverage & Other Spending</i>	<i>TOTAL DOLLARS</i>	<i>TOTAL FTE JOBS</i>
<i>Direct</i>	\$30,240,521	\$15,150,137	\$21,302,537	\$66,693,195	1,417
<i>Indirect</i>	10,102,668	5,111,573	7,234,512	22,448,753	436
<i>Induced</i>	10,252,814	5,387,268	7,658,996	23,299,078	468
TOTAL	\$50,596,003	\$25,648,978	\$36,196,045	\$112,441,026	2,321

INTRODUCTION

This study was conducted at the joint request by the Town of Ocean City and Ocean City Golf Getaway, Inc., a consortium of 16 golf courses located in, around, and within a short driving distance of Ocean City, Maryland. Golf Getaway courses include private, semiprivate, and public courses, as well as one municipal course owned by the Town of Ocean City (Table 2).

Eleven of the Getaway courses are located in Berlin, Maryland, just east of Ocean City and reachable within minutes of each other. The newest course, Lighthouse Sound, is located on the Isle of Wright, directly adjacent to Ocean City on the Bayside. Two courses are located in Salisbury, Maryland, one in Snow Hill, Maryland, and another in Ocean View, Delaware; all are within a 30-minute drive from Ocean City. Of the 16 courses, 13 are located in Worcester County, Maryland. Two courses are located in Wicomico County, Maryland (Nutters Crossing and Green Hill) and one in Delaware (Bear Trap Dunes).

While the Ocean City Golf Getaway courses comprise the bulk of golfing opportunities in and around Ocean City, four other courses are not participants of the consortium: Ocean Pines, Winter's Quarters, Assateague Greens, and Horsebridge. As discussed in the Methodology section of this report, this study focuses on the Golf Getaway courses. Estimating the impact of nonparticipant courses is beyond the scope of this study.

In addition to the participating courses, the Ocean City Golf Getaway consortium includes a large number of affiliates that cater to golfers. These include hotels, restaurants, golf schools, outfitters, and other services. Golf Getaway functions as the marketing arm of the Ocean City golf industry participants by providing golfers with one-stop hassle-free opportunities for golfing vacations. Other private golf vacation booking services offer Ocean City golf vacation packages as well. These golf packages can be conveniently purchased via toll-free telephone numbers and, increasingly, via the Internet.

Ocean City golfing is a year-round recreational resource made possible by a temperate local climate. Ocean City is situated on the margin of humid continental and humid subtropical regions influenced by the Atlantic Ocean and, to a lesser degree, the Chesapeake Bay. Average high temperatures reach 50 degrees or more from late February through mid-December, indicating an average golf season of at least nine months, seven of which have high temperatures of 65 degrees or higher.

Ocean City golfers consist of two primary markets: 1) local golfers residing within an approximate radius of 25 miles of the golf courses, and 2) tourists to the Ocean City area. Local golfers account for approximately 20 percent of the golf rounds played at Getaway courses during the off- and shoulder seasons (January-May and September-December), with tourists visiting Ocean City primarily to

play golf generating 80 percent of the golf rounds. During the peak summer season (June, July, and August), local golfers and tourists who are visiting Ocean City as part of a beach vacation or convention generate the majority of golf rounds.

Tourist golfers visiting Ocean City during the off- and shoulder seasons typically travel as groups, most often as a golf foursome driving to their Ocean City destination and originating from within a driving distance of five to six hours. Thus the primary market area for tourist golfers visiting Ocean City includes Maryland, Delaware, New Jersey, Pennsylvania, New York, Virginia, and West Virginia (Figure 1). Travel miles by automobile from major metropolitan areas to Ocean City are shown in Figure 2.

Local golf and tourism industry professionals describe the “typical” Ocean City golf vacation as a three-day two-night trip. Day one is spent driving to Ocean City in the morning, playing one round of golf in the afternoon. Day two is spent playing at least two rounds of golf, one in the morning and another in the afternoon. Day three is spent playing at least one round of golf in the morning, with the afternoon used as return travel time. Many tourist golfers play additional rounds during their stay as time allows. Thus, Ocean City golf vacations, perhaps not unlike golf vacations at other

premium locations, are generally driven by the desire to maximize playing opportunities. It is this description of the typical Ocean City golf vacation that was used as the basis for developing models for golfer off-course spending on accommodations and on food, beverages, and other items (see detailed discussion in Methodology section of the report).

In 1998, golfers played nearly 518,000 rounds at Ocean City Golf Getaway courses.² Financial information provided by those courses shows that average annual revenues per golf course were nearly \$2 million, with more than \$1.2 million generated from green and cart fees and other dues. Lessons, clinics, club and locker rentals, and other operating revenues added approximately \$102,000 in revenues. In addition, retail sales and food/beverage sales at golf courses added approximately \$634,000 each to average annual golf course revenues.

Golf course expenditures were \$1.43 million, with \$417,000 spent on course operations and \$414,000 on course maintenance and repairs.

Average revenues per round in 1998 were \$58.40, while average expenditures per round were \$42.86 (see Appendix A for summaries of rounds played and financial data provided by Getaway courses).

2. According to an estimate by Ocean City Golf Getaway, nonparticipating courses generated approximately 280,000 rounds in 1998; the economic impact of those additional rounds is not considered in this study.

Table 2

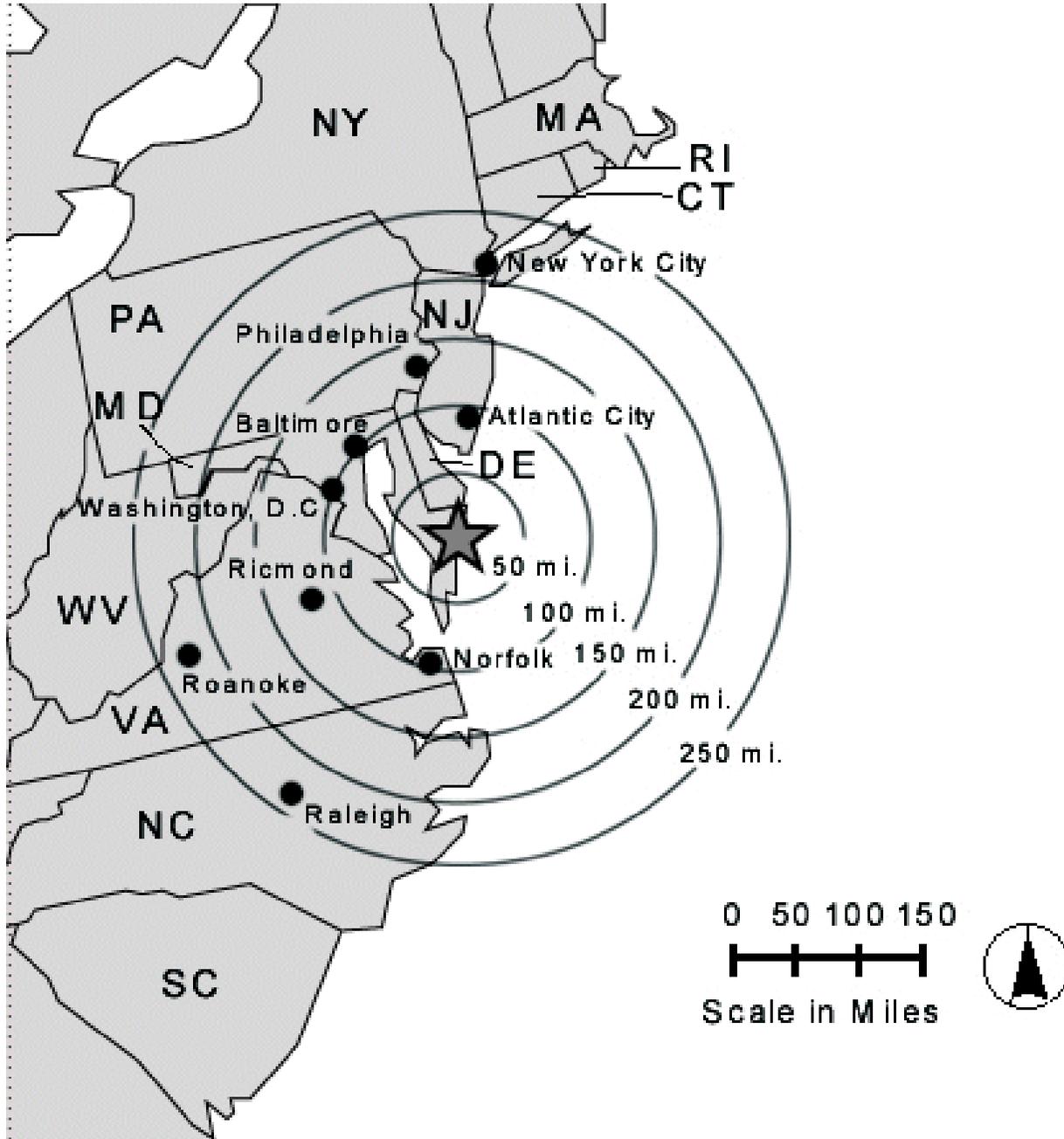
Ocean City Golf Getaway Courses (1998): Course Characteristics

Course	Location	No. Holes	Year Opened	Course Type	Driving Range	Putting Green	Club House
Bay Club West Course East Course	Libertytown Road Berlin, MD	18 18	1989 1999	Public, Daily Fee Public, Daily Fee	Yes Yes	Yes Yes	Yes Yes
Beach Club Inner Links Outer Links	Deer Park Drive Berlin, MD	18 18	1991 1996	Semiprivate, Daily Fee Semiprivate, Daily Fee	Yes Yes	No Yes	Yes Yes
Bear Trap Dunes*	Route 2 Ocean View, DE	18	1999	Semiprivate	Yes	Yes	Yes
Creek Club**	Assateague Road Berlin, MD	18		Daily Fee	Yes	Yes	Yes
Deer Run (formerly Greenfields)	Logtown Road Berlin, MD	18	1998	Daily Fee	Yes	Yes	Yes
Eagle's Landing	Eagle's Nest Road Berlin, MD	18	1991	Municipal	No	Yes	Yes
Green Hill	Whitehaven Road Salisbury, MD	18	1927	Private	Yes	Yes	Yes
Lighthouse Sound**	St. Martin's Neck Road Bishopsville, MD	18	2000	Public, Daily Fee	Yes	Yes	Yes
Nassawango	Nassawango Road Snow Hill, MD	18	1971	Semiprivate	No	Yes	Yes
Nutters Crossing	Southampton Bridge Road Salisbury, MD	18	1991	Semiprivate	Yes	Yes	Yes
Ocean City Golf & Yacht Seaside Newport Bay	Country Club Drive Berlin, MD	18 18	1959 1984	Semiprivate Semiprivate	Yes Yes	Yes Yes	Yes Yes
Pine Shore	Beauchamp Road Berlin, MD	27 3 9-hole courses	1979 1980 1982	Public, Daily Fee	Yes	Yes	snack bar
River Run Golf Club	Masters Lane Berlin, MD	18	1991	Semiprivate, Daily Fee	Yes	Yes	Yes
Rum Pointe Seaside Golf Links	Rum Pointe Lane Berlin, MD	18	1997	Public, Daily Fee	Yes	Yes	yes

*New course, not operational in 1998.

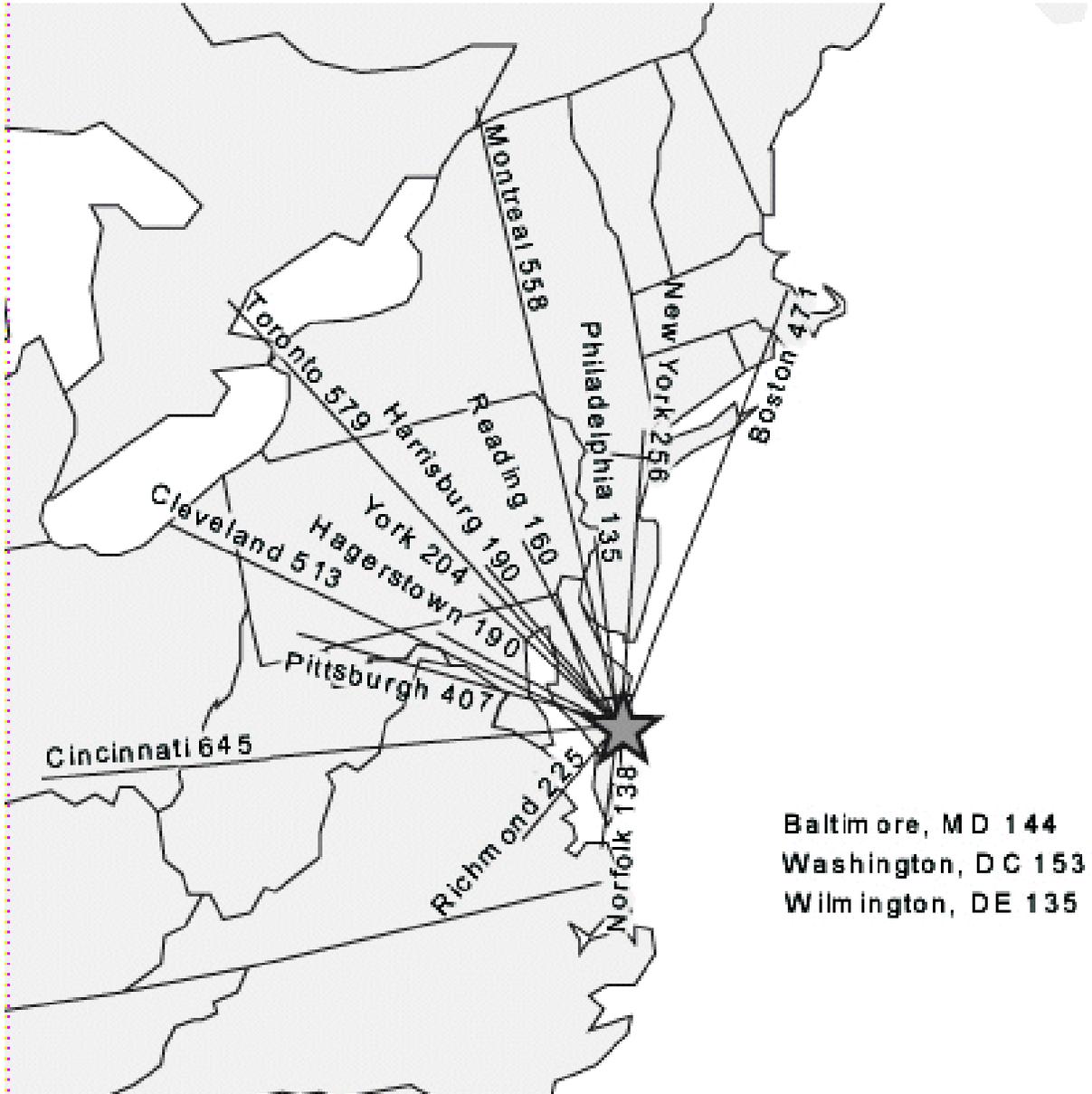
**No longer a participant in Ocean City Golf Getaway; course sold, repurchased by Pine Shore, reopening Spring 2001.

Figure 1
Primary Market Area for Ocean City Golf Visitors



Source: University of Maryland, Institute for Governmental Service, 2000

Figure 2
Automobile Travel Miles from Major Metropolitan Areas to Ocean City



Source: University of Maryland, Institute for Governmental Service, 2000

METHODOLOGY

Golf Course Survey

Information on 1998 golf course revenues and expenditures was collected via a survey questionnaire mailed to each Ocean City Golf Getaway golf course (see Appendix C for survey questionnaire). Due to the competitive nature of the golf industry and the sensitive nature of financial and operation information, golf courses were assured confidentiality of the data, with assurance that course finances would only be reported in aggregated form for all participating courses. Completed surveys were returned to the University of Maryland's Institute for Governmental Service for compilation and analysis. Typically, golf course owners and golf pros completed the questionnaire.

Institute staff conducted follow-up interviews with many local golf professionals to clarify the financial data provided in the surveys as needed and to serve a second purpose: to collect background information on golfer characteristics. Information collected in these open-ended interviews provided basic information for developing the off-course golfer spending models used in this study.

Of the 17 Golf Getaway courses in 1998, 15 were open for play; two new courses—Bear Trap Dunes and Lighthouse Sound—were not yet operational in 1998. Out of a total of 15 operating Getaway courses, nine completed the survey questionnaire. These data were considered reliable and representative of all

Golf Getaway courses. An expansion factor was used to estimate the data for the six courses that did not complete the survey (see page 9). Summaries of the survey data are reported in Appendix A, including rounds played and golf course revenues and expenditures.

This study was conducted at the request of the Town of Ocean City and Ocean City Golf Getaway, Inc.; the Town's municipal course, Eagle's Landing, is a participant in the Getaway consortium. Therefore, the scope of the study is limited to the economic impact of the Getaway courses. As such, this study measures the economic impact of the largest portion of Ocean City's golf industry, but it is not comprehensive for the industry as a whole since four nonparticipating courses, Ocean Pines, Winter's Quarters, Assateague Greens, and Horsebridge, are generating golf rounds and golfer spending. Measuring the effect of a particular business entity, such as a sports stadium or a factory, within an industry or in this case a golf course consortium on the local economy, is an approach commonly used in economic impact studies.

Off-course Spending Models

Golfers generate economic activity in two ways: 1) playing the sport, as measured by golf course revenues and expenditures, and 2) spending off-course for accommodations, food,

beverages, and other goods, services, and retail purchases associated with their golf vacation. The survey discussed above provided the input data for the first type of economic activity: golf course revenues and expenditures. To estimate the second type of economic activity, off-course golfer spending, an appropriate data source had to be identified.

Two potential approaches can be used to address this data need. The first would be to collect information directly by conducting a user survey asking golfers about their spending patterns. This approach was deemed infeasible for this study because of the high costs of conducting a user survey and the potential for a low response rate that would result in unreliable data. The second approach would be to use existing data sets and extract information for the market to be studied. This approach was used in a 1997 study on the economic impact of golf in South Carolina where off-course golfer spending was estimated using national data sources, mainly the Travel Industry Association of America's national travel survey *Travel Scope*.³ Discussions with local golf and tourism industry experts suggested that the Ocean City resort and visiting golfers had very unique characteristics that might not be reflected if a national data set was used. Also a strong preference for explicitly stating the assumptions driving the economic projections was expressed. Such an approach is currently used by the Town of Ocean City when estimating the economic

impact of the new Convention Center.⁴ As a result of these discussions, it was decided that models for off-course golfer spending would be developed using the expertise of local golf and travel industry professionals.

Following are the two models developed as part of this study for estimating off-course golfer spending on 1) accommodations and on 2) food, beverages, and other items.

Accommodations Spending Model

The model estimating spending on accommodations is based on the following assumptions:

- Peak summer season golf rounds are generated primarily by "beach tourists" and local golfers; therefore, no accommodations spending is attributed to summer golf rounds, except those booked by hotels as golf packages.
- For shoulder and off-season (January-May and September-December):
 - **S** two overnights per three rounds of golf;
 - **S** 20 percent of rounds played by local golfers generating no golfer overnights.
- Room rates at double occupancy.
- Room rates based on averages provided by hoteliers; 8 percent local taxes added to rates shown below in the spending model.

3. *1997 Economic Impact of Golf in South Carolina*. South Carolina Department of Parks, Recreation and Tourism and South Carolina Golf Course Owners Association, October 1998.

4. The Ocean City Convention and Visitors Bureau uses the following model for estimating the economic impact of per capita convention spending: \$85/night lodging, food/beverage: \$45/diem (\$8 breakfast, \$12 lunch, \$25 dinner), other items: \$70/diem (entertainment, activities, and miscellaneous). Source: Town of Ocean City, Convention and Visitors Bureau, 1/27/99.

Rates: January/February	\$50
March	\$75
April	\$85
May	\$105
June	\$125
July/August	\$195
September	\$175
October	\$105
November	\$75
December	\$50

Golfer off-course spending estimates for accommodations are presented in Appendix B.

Food, Beverage, and Other Items Spending Model

The model estimating spending on food, beverages, and other items is based on the following assumptions:

- Spending based on two overnights/three rounds of golf, since golfers typically spend two full days in Ocean City.
- Food and beverage spending at \$48 per overnight (\$8 breakfast, \$40 dinner); other meals (i.e., lunch) and miscellaneous food/beverage purchases assumed at golf courses.
- Other items spending (entertainment, retail purchases, gasoline/transportation, miscellaneous) at 60 percent of food and beverage spending (\$48 x .6 = \$29).

Golfer off-course spending estimates for food, beverages, and other items are presented in Appendix B.

Expansion Factor

The survey responses provided data for

only a portion of the golf courses generating economic activity, in this case nine responses out of a total of 15 courses. These data were considered reliable and representative of the population. To estimate the missing data, an adjustment must be made. Thus for each economic variable measuring golf industry spending—spending at and off-course—the total sum of sample responses must be multiplied by an expansion factor.

The expansion factor is the target or total number of courses, divided by the number of responses. While there are 15 courses, the target number is 15.5. All except one course are championship length 18-hole facilities; while one course, Pine Shore, is a three 9-hole facility (27 holes total). Since the industry standard for a professional golf course is 18-holes, this study counts Pine Shore as 1.5 courses so that the data is consistent with the 18-hole standard. Because of this peculiarity in accounting for the three 9-hole course as one and a half 18-hole equivalent, the total number of Getaway courses, or target number for the study, is 15.5 courses.

In this study, the expansion factor is calculated as follows:

$$\frac{\text{Total \# of Courses}}{\text{\# of Responses}} = \text{Expansion Factor}$$

$$\frac{15.5}{9} = 1.72$$

Using an expansion factor of 1.72, total spending estimates were developed for each variable: golf course revenues, golfer off-course spending on accommodations, and golfer off-course spending on food, beverages, and other items. Total spending estimates are presented in Appendix B.

Economic Multipliers

In general, economic impact can be defined as the net economic change in a community or a region that results from spending attributed to a particular activity, event, or facility. The purpose of an economic impact analysis is to measure the economic benefits that accrue to a particular community or region.

The concept of the multiplier recognizes that changes in the level of economic activity created by a particular event (i.e., golf) brings changes in the level of other sectors and, therefore, creates successive waves of spending throughout the economy. Golfers spend money on their sport: at the course to play the sport and off the course for accommodations, food, beverages, retail purchases, and other goods and services. The total amount of spending by golfers is the first round of spending and represents the *direct* economic impact. In turn, direct expenditures by golfers stimulates economic activity and creates additional business turnover: employment, household income, and government revenue. Thus, direct expenditures by golfers precipitate a second round of spending or *indirect* impact. Golf courses pay wages to employees who in turn spend their household income on housing, food, consumer goods, and services. To maintain the infrastructure, golf courses spend money on water, fertilizer, and plant materials. Courses also pay taxes, insurance, and contract for services. Thus, spending by golf courses occurs in five categories:

- **Local Industry Purchases:** payments to other private sector businesses in the same jurisdiction to restock their inventories, to provide for future sales, to maintain their grounds and buildings, to pay insurance

- premiums, and for many other purposes;
- **Direct Household Income:** payments to employees who reside within the local area in the form of salaries and wages, which constitutes personal income to them;
- **Local Government Revenue:** payments to local governments for sales taxes, property taxes, licenses, and other fees;
- **Nonlocal Government Revenue:** payments to nonlocal governments for sales taxes or taxes on profits;
- **Nonlocal Leakages:** payments to employees, shareholders, businesses, organizations, and others who reside outside the local area.

The latter two categories of spending illustrate that the local economy is part of a larger national economy, and some money leaks out of the area's economic system to pay taxes or buy goods and services from entities outside the area. Only those dollars remaining within the local economy after leakage has taken place constitute the net economic gain to that area. The portion of first round expenditures that remains in the area from local interindustry purchases, direct household income, or local government revenue is subsequently spent in one of the five ways previously listed and thereby sets in motion a further round of economic activity.

The portion of household income (employee wages and salaries) that is spent locally on goods and services is called the *induced* impact. The indirect and induced effects together are called secondary impacts.

As a result of these successive waves of spending, the total economic impact of golfer spending is significantly larger than the initial level of direct spending. The combined ripple

effect of the successive waves of spending in an economy is termed a *multiplier* by economists.

The IMPLAN® Model

Regional economic impacts and multipliers presented in this study were developed with an input-output model and social accounting matrix, IMPLAN® Pro software,⁵ and an associated database for 1998 for Maryland. The IMPLAN® database consists of a set of social/economic accounts that describe the structure of the U.S. economy in terms of transactions between households, governments, and 528 standardized industry sectors classified on the basis of the primary commodity or service produced (SICs). The databases also describe local or regional economies in terms of industry output, value added, employment, imports, and exports. A wide

variety of statistical sources are used to construct these databases, including the annual economic censuses conducted by the U.S. Commerce Department and the U.S. Bureau of Labor Statistics.

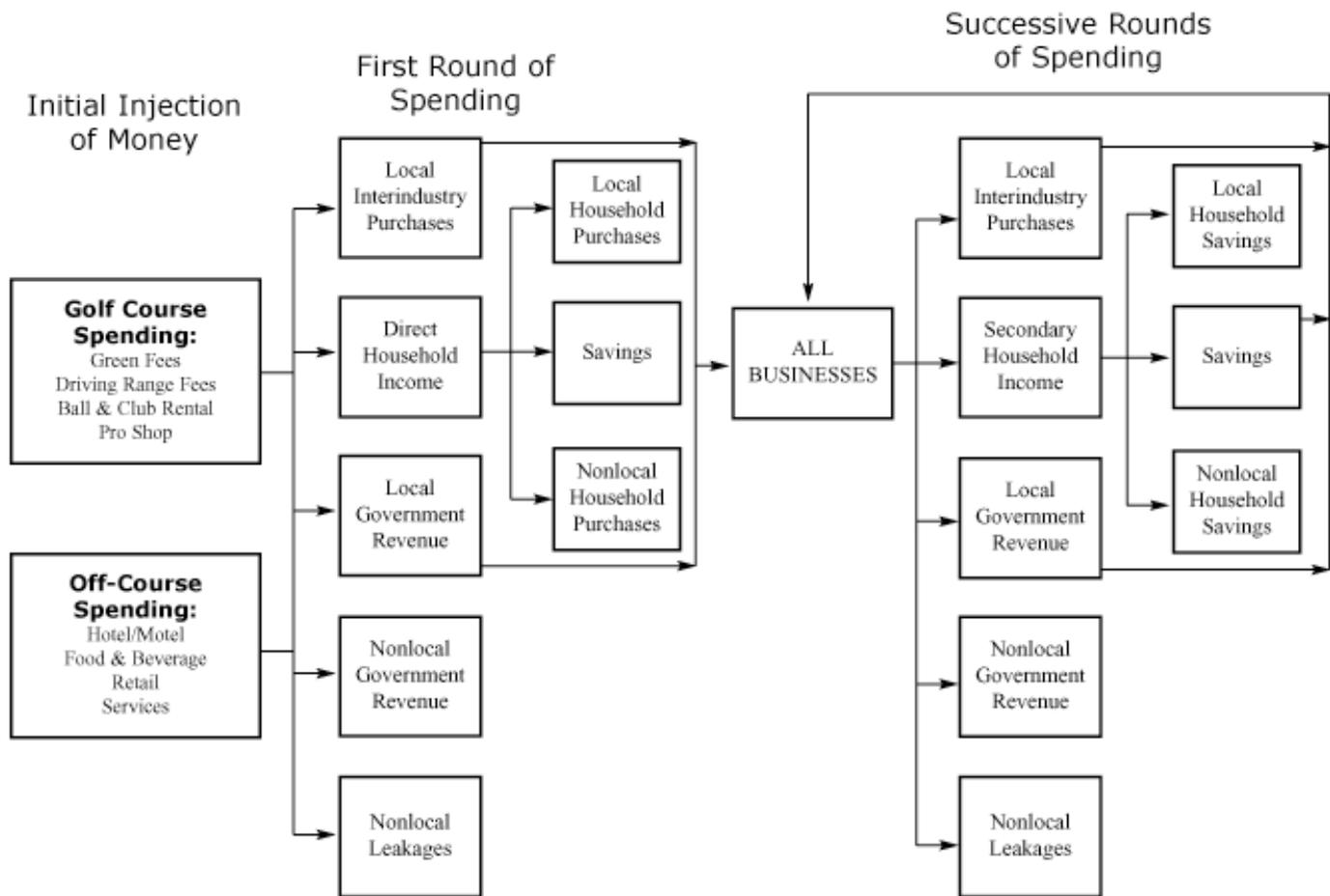
IMPLAN® uses a matrix inversion procedure to develop economic multipliers that reflect the direct, indirect, and induced impacts of specified changes in final demand, output, or employment for any given industrial sector. As discussed above, indirect impacts result from changes in economic activity of other industrial sectors that supply goods or services to the sector being evaluated. Induced impacts are the result of personal consumption expenditures by industry employees. The total computed economic impact is the sum of direct, indirect, and induced impacts.⁶

A regional model of the Ocean City area economy was constructed with IMPLAN® for a two-county region including Worcester and Wicomico counties in Maryland.

5. IMPLAN® Professional Social Accounting and Impact Analysis Software, MIG, Inc., Stillwater, MN.

6. Hodges, A. W. & Haydin, J. J. (1997). *Economic impact of Florida's environmental horticulture industry*. University of Florida: Economic Information Report 99-1.

Figure 3
The Economic Multiplier Concept ⁷



7. Liu, J. & Var, T. (1982, September). Differential multipliers for the accommodation sector. *Tourism Management*.

ECONOMIC IMPACT ANALYSIS

Impact of Golf Courses

Revenues at golf courses are generated from two types of patron expenditures: 1) money spent participating in the sport of golf, and 2) patron spending on food and beverages plus retail purchases of golf-related merchandise. Money spent to play golf includes green fees, driving range fees, lesson fees, membership dues, golf cart fees, and rental fees for clubs and lockers. Other golfer expenditures accrue from food and beverage sales at restaurants and snack bars and merchandise sold at pro shops, including clubs, clothing, and other items.

The cumulative direct economic impact of Ocean City golf courses is estimated to be \$30.2 million. Indirect impacts add another \$10.1 million and induced impacts add \$10.3 million in economic impacts, for a total economic impact of \$50.6 million in 1998. The economic multiplier for golf course revenues is 1.67; that is, 67 cents of every dollar in direct spending is re-spent in the local area's economy.

It is important to note that the \$50.6 million only measures the economic impact of Getaway courses. Since nonparticipating courses also generate economic activity, the total impact of all golf course spending in Ocean City is considerably higher.

Table 3

Impact of Golf Courses - 1998

Impact	Amount (in Dollars)
Direct	\$30,240,521
Indirect	\$10,102,668
Induced	\$10,252,814
Total	\$50,596,003

Impact of Off-course Spending

Golfers visiting Ocean City for a golf vacation spend money not only at golf courses while engaged in the sport but also on lodging and for food, beverages, retail purchases, and other items while in Ocean City but not at the golf course.

Accommodations

The direct economic impact of off-course golfer spending on accommodations is estimated to be \$15.2 million; while indirect effects add \$5.1 million and induced effects add \$5.4 million, for a total economic impact of accommodations spending of \$25.6 million in 1998. The economic multiplier for accommodations spending is 1.69; that is, 69 cents of every dollar in direct spending is re-spent in the local area's economy.

Table 4

Impact of Spending on Accommodations - 1998

Impact	Amount (in Dollars)
Direct	\$15,150,137
Indirect	\$5,111,573
Induced	\$5,387,268
Total	\$25,648,978

Food, Beverage, and Other Items

The direct economic impact of off-course spending on food, beverages, and other items is estimated to be \$21.3 million, while indirect effects add \$7.2 million and induced effects add \$7.7 million, for a total economic impact of \$36.2 million in 1998. The economic multiplier for food, beverage, and other off-course spending is 1.70; that is, 70 cents of every dollar in direct spending is re-spent in the local area's economy.

Table 5

Impact of Spending on Food, Beverages, & Other Items - 1998

Impact	Amount (in Dollars)
Direct	\$21,302,537
Indirect	\$7,234,512
Induced	\$7,658,996
Total	\$36,196,045

Total Impact: Dollars and Jobs

The total economic impact of golfer spending is the sum of the impact of golf course revenues plus the impact of off-course golfer spending on accommodations, food and beverages, and other items. Total direct economic impacts of golf on the Ocean City economy are estimated to be \$66.7 million, while indirect impacts add \$22.4 million and induced impacts add \$23.3 million, for a total impact of \$112.4 million in 1998. The combined economic multiplier for food, beverage, and other off-course spending is 1.69; that is, 69 cents of every dollar in direct spending is re-spent in the local area's economy.

Table 6

Total Impact of Golfer Spending - 1998

Impact	Amount (in Dollars)
Direct	\$66,693,195
Indirect	\$22,448,756
Induced	\$23,299,078
Total	\$112,441,026

The employment impact of golfer spending is calculated from the direct, indirect, and induced spending impact using the IMPLAN[®] model. As shown in Table 7, golfer spending generated a total of 2,321 full-time equivalent (FTE) jobs in the Ocean City area. Of that total, 1,417 FTE jobs are attributable to direct golfer spending while 436 FTE jobs result from indirect and 468 FTE jobs result from induced spending. Actual employment numbers are higher than the FTE because many jobs in the golf and in the hotel/motel, food/beverage, and retail sales sectors of the economy are part time.

Table 7
Total Employment Impact - 1998

Impact	Full-time Equivalent Employment
Direct	1,417
Indirect	436
Induced	468
Total	2,321

OTHER IMPACTS

While the primary focus of this study is to determine the annual economic impact of golf spending on the Ocean City economy using an input-output model approach, an effort has been made to highlight other market and nonmarket impacts of golf on Ocean City.

Residential Real Estate Development

A number of the golf courses in the Ocean City area can be characterized as golf communities with residential development integrated into the overall design of the golf course. Residential real estate development in golf communities is another, often very significant, market impact of golf on the local economy. As part of this study, real estate assessment data was compiled from the Maryland Department of Assessment and Taxation database.

Total residential real property value in Ocean City golf communities in 1998 was \$54,220,867, generating \$1,116,971 in real property taxes.⁸

Nonmarket Impacts

Golf courses are considered by many to provide significant esthetic benefits and contribute to open space preservation. Courses provide wide expanses of open space, incorporating broad sweeping vistas of manicured lawns offset by woodlands and other vegetation. Ocean City golf courses in particular are further characterized by outstanding water views, benefiting golfers, local residents, and guests alike. Undoubtedly, the growing popularity of golf—one out of ten Americans is a golfer—attests not only to the challenge of golf as a sport but also to the fact that many people enjoy the esthetics of golf courses. One study found that 70 percent of home buyers next to a course did not even play golf; they just liked the view.⁹

Other nonmarket impacts of golf courses include wildlife habitat preservation. For example, Eagle's Landing golf course, the Town of Ocean City's municipal course, is the first certified Audubon cooperative sanctuary in Maryland.

8. Source: Maryland Department of Assessment and Taxation.

9. Quote by Jonathan Tourtellot, NationalGeographic.com/traveler; 5/2/00; source of study unknown.

APPENDIX A

Summaries of Golf Course Survey Data

Golf Rounds Played Average Annual Golf Course Revenues and Expenditures

The tables in this appendix summarize the data provided by the nine Ocean City Golf Getaway courses that responded to the survey conducted as part of this study. See Appendix C for the survey questionnaire.

All financial and operating data provided by the nine golf courses has been aggregated to preserve confidentiality of the information.

1998 Rounds Played at Ocean City Golf Getaway Courses*

Rounds Played			
	Through Hotel Bookings	Through All Other Bookings (Direct, Getaway, Web)	Total Rounds
January	155	175	330
February	924	524	1,448
March	12,787	4,651	17,438
April	29,595	14,314	43,909
May	28,812	18,568	47,380
June	13,053	18,018	31,071
July	1,211	33,055	34,266
August	1,296	35,341	36,637
September	14,387	19,823	34,210
October	21,544	17,995	39,539
November	6,861	6,135	12,996
December	410	1,425	1,835
Total	131,035	170,024	301,059
Average Rounds Played per Course			33,451
Rounds by Source		Rounds	Percent
Ocean City Area Local Players		60,212	20%
Nonlocal Players		240,847	80%
Total		301,059	100%

*Data as provided by Ocean City Golf Getaway courses. There are a number of other golf courses in the Ocean City area, generating approximately 280,000 golf rounds per year. Courses located in Maryland include Ocean Pines, Winter's Quarters, Assateague Greens, and Horsebridge, together generating an estimated 90,000 rounds in 1998. Courses located in southern Delaware include: King's Creek, Rehoboth Country Club, Bethany Bay, Salt Pond, Old Landing, and Baywood Greens; together generating an estimated 190,000 rounds in 1998. Two new courses will open in July 2000: Ocean Resorts and The Rockery.

**1998 Average Annual
Revenues per 18-Hole Golf Course***

	Dollars	%
Golf Course Operations		
Initiation Fees & Deposits	\$3,200	
Membership Dues	202,800	
Green Fees	615,400	
Cart Fees	396,625	
<i>Subtotal</i>	\$1,218,025	
Lessons/Clinics	\$25,950	
Club and Locker Rentals	4,302	
Range	26,850	
Other	44,650	
<i>Subtotal: Operations</i>	\$1,319,777	67.6%
Pro Shop Retail Sales, Gross		
Equipment & Hard Goods	\$126,400	
Clothing & Soft Goods	147,520	
Miscellaneous	18,900	
<i>Subtotal: Retail Sales</i>	\$292,820	15.0%
Food & Beverage Sales, Gross		
Food	\$205,600	
Beverage	135,325	
<i>Subtotal</i>	\$340,925	17.4%
<i>Total Revenues</i>	\$1,953,522	100.0%
<i>Average Annual Revenues per Round</i>	\$58.40	

*Averages computed from data provided by nine Ocean City Golf Getaway courses.

1998 Average Annual Expenditures per 18-Hole Golf Course*

EXPENDITURES		
	Dollars	Percent
Course Maintenance and Repairs		
Salaries and Wages	\$187,850	
Payroll Taxes and Employee Benefits	36,316	
Grounds, Greens, Landscape	50,994	
Chemicals and Fertilizers	71,116	
Buildings	37,989	
Carts/Equipment	2,023	
Other	27,216	
Subtotal: Maintenance and Repairs	\$413,505	28.8%
Food and Beverage		
Salaries and Wages	\$65,850	
Payroll Taxes and Employee Benefits	12,512	
Cost of Sales	71,560	
Licenses and Permits	552	
Other	620	
Subtotal: Food and Beverage	\$151,094	10.5%
Pro Shop/Retail		
Salaries and Wages	\$13,750	
Payroll Taxes and Employee Benefits	2,613	
Cost of Sales	135,628	
Other	616	
Subtotal: Pro Shop/Retail	\$152,607	10.6%
Operations		
Salaries and Wages	\$224,130	
Payroll Taxes and Employee Benefits	38,994	
Utilities	43,229	
Credit Card Fees	13,586	
Leases	85,558	
Office Supplies	7,939	
Other	3,805	
Subtotal: Operations	\$417,240	29.1%
Fixed Costs/Charges		
Insurance	\$6,458	
Property Taxes	12,785	
Admissions and Amusement Taxes	24,150	
Sales Taxes	7,875	
Management Fees	16,800	
Other Taxes and Charges	450	
Subtotal: Fixed Costs/Charges	\$68,518	4.8%
Administration/Overhead		
Administration: General	\$24,448	
Marketing	48,442	
Other	16,939	
Subtotal: Administration/Overhead	\$89,829	6.3%
Capital		
Course Renovation/Reconstruction	\$59,068	
Building Maintenance/Renovation	22,875	
Road/Parking Lot Improvements	12,400	
Clubhouse Construction/Renovation	26,685	
Vehicle/Equipment Purchases	12,450	
Other	7,500	
Subtotal: Capital	\$140,978	9.8%
Total Expenditures	\$1,433,771	100.0%
Average Annual Expenditures per Round	\$42.86	

*Averages computed from data provided by nine Ocean City Golf Getaway courses.

APPENDIX B

Total Golf Rounds Played and Spending Estimates

Golf Rounds Played

Golf Course Revenues and Expenditures

Golfer Off-course Spending on Accommodations

Golfer Off-course Spending on Food, Beverages, and Other Items

The tables presented in this appendix show the calculations that estimate the total amount of revenues and expenditures generated at Ocean City golf courses as well as the assumptions and calculations to arrive at total spending estimates for off-course spending on accommodations and on food, beverages, and other items.

Estimate of Total Golf Rounds Played in 1998*
At Ocean City Golf Getaway Courses

Total Rounds Played Estimate			
	Actual Rounds Played 9 18-Hole Courses*	Expansion Factor**	Estimate of Total Rounds Played
January	330	1.72	568
February	1,448	1.72	2,491
March	17,438	1.72	29,993
April	43,909	1.72	75,523
May	47,380	1.72	81,494
June	31,071	1.72	53,442
July	34,266	1.72	58,938
August	36,637	1.72	63,016
September	34,210	1.72	58,841
October	39,539	1.72	68,007
November	12,996	1.72	22,353
December	1,835	1.72	3,156
Total	301,059	1.72	517,821
Rounds by Source			
Ocean City Area Local Players	60,212		103,564
Nonlocal Players	240,847		414,257
Total	301,059		517,821

*Data provided by Ocean City Golf Getaway courses.

**Expansion Factor = Total Number of Courses / Number of Courses Providing Data

Estimate of 1998 Total Golf Course Revenues and Expenditures

1998 Annual Revenues Reported for Nine 18-Hole Courses*	\$17,581,698
Expansion Factor**	1.72
<i>Estimate of Total 1998 Revenues for 15.5 Courses</i>	<i>\$30,240,521</i>

1998 Annual Expenditures Reported for Nine 18-Hole Courses*	\$12,903,939
Expansion Factor**	1.72
<i>Estimate of Total 1998 Expenditures for 15.5 Courses</i>	<i>\$22,194,775</i>

*Base data provided by nine Ocean City Golf Getaway courses.

**Expansion Factor = Total Number of Courses / Number of Courses Providing Data

Estimate of Total 1998 Golfer Off-course Spending on Accommodations Accommodations Spending Model

Assumptions

No accommodations spending for peak summer season (June, July, August), except for hotel-booked golf rounds.

For shoulder and off-seasons (January-May and September-December):

- > 80 percent of rounds played by visitors; 20 percent played by local golfers (member and fee) generating no overnights.
- > Room rates at double occupancy; figures include 8 percent local taxes (see Methodology section of the report for room rates without
- > Two overnights per three rounds of golf for rounds booked directly, through Getaway, or Internet.
- > 0.8 nights per round of golf for hotel-booked rounds.

Sources: Golf Course Survey and Ocean City Golf Getaway

	Total Rounds	Hotel-Booked Rounds	Other-Booked Rounds*	No. Rounds Generating Nights (0.8 of Other)**	No. Nights (3 Rounds/2 Nights) (Double Occ.)	Cost Per Night	Accommodations Spending from Hotel-Booked Rounds	Accommodations Spending from Other-Booked Rounds	Total Accommodations Spending
January	330	155	175	140	47	\$54	\$3,348	\$2,533	\$5,881
February	1,448	924	524	419	140	54	19,958	7,583	27,542
March	17,438	12,787	4,651	3,721	1,246	81	414,299	100,964	515,263
April	43,909	29,595	14,314	11,451	3,836	92	1,089,096	352,926	1,442,022
May	47,380	28,812	18,568	14,854	4,976	114	1,313,827	567,290	1,881,117
June	31,071	13,053	18,018	14,414	No nights generated	135	704,862	N/A	704,862
July	34,266	1,211	33,055	26,444	by beach tourists	211	102,208	N/A	102,208
August	36,637	1,296	35,341	28,273	during peak season.	211	109,382	N/A	109,382
September	34,210	14,387	19,823	15,858	5,313	190	1,093,412	1,009,387	2,102,799
October	39,539	21,544	17,995	14,396	4,823	114	982,406	549,783	1,532,190
November	12,996	6,861	6,135	4,908	1,644	81	222,296	133,179	355,475
December	1,835	410	1,425	1,140	382	54	8,856	20,623	29,479
Total	301,059	131,035	170,024	136,019	22,407		\$6,063,952	\$2,744,267	\$8,808,219
*Includes direct, Getaway, and Internet bookings.									
**80 percent of rounds played by visitors, 20 percent by local golfers (no overnights).									
Expansion Factor***				1.72					
Estimate of Total 1998 Golfer Off-course Spending for Accommodations									\$15,150,137
***Expansion Factor = Total Number of Courses/Number of Courses Providing Data									

Estimate of Total 1998 Golfer Off-course Spending on Food, Beverages, and Other Items Food, Beverages, and Other Items Spending Model

Assumptions

Spending based on 2 overnights/3 rounds golf, equivalent to a two full-day visit to Ocean City.

Food & beverage spending @ \$48/overnight (\$8 breakfast, \$40 dinner); lunch and miscellaneous food and beverage spending assumed at courses.

Other expenditures @ 60 percent of off-course food & beverage spending (\$29/overnight) to include:

- > Entertainment (other than golf)
- > Other retail (e.g., outlets, souvenirs)
- > Gasoline/Transportation
- > Miscellaneous (phone, banking, services)

Sources: NGF 1995 Public/Private Golfer Profiles, 1998 Ocean City Visitor Survey.

	No. Nights Generated by Hotel-Booked Rounds (0.8 of Hotel-Booked Rounds)	No. Nights Generated by Other-Booked Rounds (.67 of Other-Booked Rounds)	Total Nights	Food & Beverage (\$48 per diem)	Other (\$29 per diem)	Total Food, Beverages & Other Spending
January	124	117	241	\$11,580	\$6,996	\$18,576
February	739	351	1,090	52,333	31,618	83,952
March	10,230	3,116	13,346	640,597	387,027	1,027,624
April	23,676	9,590	33,266	1,596,786	964,725	2,561,511
May	23,050	12,441	35,490	1,703,528	1,029,215	2,732,742
June	10,442	No nights generated	10,442	501,235	302,830	804,065
July	969	by beach tourists	969	46,502	28,095	74,598
August	1,037	during peak season.	1,037	49,766	30,067	79,834
September	11,510	13,281	24,791	1,189,968	718,939	1,908,908
October	17,235	12,057	29,292	1,406,009	849,464	2,255,472
November	5,489	4,110	9,599	460,764	278,378	739,142
December	328	955	1,283	61,572	37,200	98,772
Total	104,828	56,019	160,847	\$7,720,642	\$4,664,554	\$12,385,196
Expansion Factor**			1.72			
Estimate of Total 1998 Golfer Off-course Spending for Food, Beverage, and Other Items						\$21,302,537
**Expansion Factor = Total Number of Courses/Number of Courses Providing Data						

APPENDIX C

Survey Questionnaire

The following survey was sent to all 15 participating courses of the Ocean City Golf Getaway consortium. Nine out of the 15 courses provided complete responses.

S U R V E Y

Ocean City Golf Getaway, Inc. Golf Courses and Facilities

NOTE: Please complete a separate survey for each 18-hole golf course.

SECTION A - GENERAL CHARACTERISTICS

- A.1. Course name:** _____
- A.2. Course location:** _____
- A.3. Term that best describes the course (check one):**
 Private _____ Semi-private _____ Daily fee _____ Municipal _____
 Combination (please describe) _____
- A.4. How long has the course been in operation (check one):**
 Less than 2 years _____ 2 - 5 years _____ 6 - 10 years _____
 11 - 20 years _____ 21 - 40 years _____ 40+ years _____
- A.5. Amenities available at the course (check all that apply):**
 a. Golfing: Driving range _____ Putting green _____ Chipping area _____
 Golf carts: No _____ Yes _____ How many? Electric _____ Gas _____
 b. Food/beverage: Snack bar _____ Grill _____ Restaurant _____ Lounge _____
 c. Retail: Limited _____ Pro-shop _____
 d. Other: Pool _____ Tennis _____ Other (please list) _____
- A.6. Golf course characteristics/designed for:**
 Skilled players only (pro and highly competent) _____ All skill levels _____
 Specific target groups or individuals (please list) _____
- A.7. Own other courses/facilities?**
 No _____ Yes _____
 No. of other courses _____ Total no. of holes at other courses _____
- A.8. Total yards from:**
 Back tees _____ yards Middle tees _____ yards Front tees _____ yards
- A.9. Number of rounds played per year (one round = 18 holes):**
 1998 _____ 1997 _____ 1996 _____
- A.10. Residency of golfers - (percentage of 1998 rounds played as reported in #A.9.):**
 Maryland residents _____% Out-of-state residents _____%
- A.11. Par:** _____
- A.12. Minutes between tee times:** _____
- A.13. Type of grass:**
- | | Permanent | Winter |
|----------|-----------|--------|
| Fairways | _____ | _____ |
| Greens | _____ | _____ |
| Tees | _____ | _____ |

THE FOLLOWING INFORMATION WILL BE HELD CONFIDENTIAL AND WILL NOT BE REPORTED BY FACILITY. ONLY AGGREGATE FIGURES FOR ALL OCEAN CITY GOLF GETAWAY, INC. GOLF COURSES AND FACILITIES WILL BE PUBLICLY DISCLOSED.

Please report **total dollars** for the facility and provide **gross sales** (not net). Indicate NA where information is not applicable. If you are unsure of a number, please provide your best estimate.

12-months reporting period: Beginning _____ 19____ through _____ 19____.
Financial data reported for: _____ numbers of holes of operation.

SECTION B - REVENUES

B.1. Golf Course Operations:

Fees		
Initiation fees		\$ _____
Refundable deposits		\$ _____
Equity fees		\$ _____
Membership dues		
(visitation/guest fees, annual dues/passes)		\$ _____
Green fees		\$ _____
Cart fees (annual cart plan, golf cart rentals)		\$ _____
Lessons/clinics		\$ _____
Club rentals		\$ _____
Locker rentals		\$ _____
Range (golf range/ball rentals)		\$ _____
Other (<i>please describe</i>)		\$ _____
_____		\$ _____

B.2. Pro-Shop/Retail Sales:

Equipment/hard goods		\$ _____
Clothing/soft goods		\$ _____
Other retail (<i>please describe</i>)		\$ _____
_____		\$ _____

B.3. Food and Beverage:

Food		\$ _____
Beverage		\$ _____
Other (<i>please describe</i>)		\$ _____
_____		\$ _____

B.4. TOTAL REVENUES

\$ _____

SECTION C - EXPENDITURES

C.1. Maintenance and repairs:

a.	Salary and wages (<i>please indicate number of employees in parentheses</i>)		
	Full-time	\$ _____	()
	Part-time/seasonal	\$ _____	()
b.	Payroll taxes and employee benefits	\$ _____	
c.	Grounds/greens/landscape		
	Seed, sod, soil, etc.	\$ _____	
	Fertilizers and other chemicals	\$ _____	

d.	Buildings	\$ _____	
e.	Carts/equipment	\$ _____	
f.	Other (<i>please specify</i>)	_____	
		\$ _____	
		\$ _____	
	Total maintenance and repair expenditures		\$ _____

C.2. Food and Beverage:

a.	Salary and wages - kitchen/wait staff, etc.		
	Full-time	\$ _____ ()	
	Part-time/seasonal	\$ _____ ()	
b.	Payroll taxes and employee benefits	\$ _____	
c.	Costs of sales (food, beverage, etc.)	\$ _____	
d.	Licenses and permits	\$ _____	
e.	Other expenditures (<i>please specify</i>)	_____	
		\$ _____	
		\$ _____	
	Total food and beverage expenditures		\$ _____

C.3. Pro Shop/Retail:

a.	Salary and wages -sales staff, etc.		
	Full-time	\$ _____ ()	
	Part-time/seasonal	\$ _____ ()	
b.	Payroll taxes and employee benefits	\$ _____	
c.	Costs of sales (merchandise, etc.)	\$ _____	
d.	Other expenditures (<i>please specify</i>)	_____	
		\$ _____	
	Total pro-shop/retail expenditures		\$ _____

C.4. Operations:

a.	Salary and wages - directors, starters, marshals, secretaries, etc.		
	Full-time	\$ _____ ()	
	Part-time/seasonal	\$ _____ ()	
b.	Payroll taxes and employee benefits	\$ _____	
c.	Utilities		
	Water/sewer	\$ _____	
	Heating/cooling	\$ _____	
d.	Telephone/800 charges	\$ _____	
e.	Credit card fees	\$ _____	
f.	Leases		
	Vehicles	\$ _____	
	Carts	\$ _____	
	Other (phones/office equip.)	\$ _____	
g.	Office supplies	\$ _____	
h.	Other (<i>please specify</i>)	_____	
		\$ _____	
		\$ _____	
	Total operating expenditures		\$ _____

C. 5. Fixed Costs/Charges:

a.	Property taxes	\$ _____
b.	Admissions & amusement taxes	\$ _____
c.	Sales taxes	\$ _____
d.	Liquor taxes	\$ _____

e.	Other taxes (please specify)	_____	\$ _____
f.	Management fees	_____	\$ _____
g.	Other fixed costs (please specify)	_____	\$ _____
Total Fixed Costs/Charges			\$ _____

C. 6. Administrative/Overhead Expenditures:

a.	Administrative/general	_____	\$ _____
b.	Marketing	_____	\$ _____
c.	Training/education	_____	\$ _____
d.	Legal fees	_____	\$ _____
e.	Golf Getaway Charge	_____	\$ _____
f.	Other admin/OH (please specify)	_____	\$ _____
Total administrative/overhead expenditures			\$ _____

C.7. Capital Expenditures (i.e., one-time, non-recurring expenditures):

a..	Course expansion	_____	\$ _____
b.	Course renovation/reconstruction	_____	\$ _____
c.	Building maintenance/renovation	_____	\$ _____
d.	Irrigation installation	_____	\$ _____
e.	Road/parking lot improvements	_____	\$ _____
f.	Clubhouse construction/renovation	_____	\$ _____
g.	Vehicle/equipment purchases (please specify)	_____	\$ _____
		_____	\$ _____
h.	Other (please specify)	_____	\$ _____
Total capital expenditures			\$ _____

C. 8. TOTAL EXPENDITURES: \$ _____

Thank you for taking the time to complete this survey.

Name of person completing this survey: _____
 Telephone/FAX number: _____

APPENDIX D

Detailed Information on Ocean City Golf Getaway Courses

This Appendix provides information on the resource that is driving the economic impact on the local economy estimated in this study: the golf courses comprising the Ocean City Golf Getaway consortium.

The information presented here describes the courses as they describe themselves and as others have described them, including ratings by *Golf Digest*, *Golf Magazine*, *Tee Time*, *Washington Golf Monthly*, and other publications. It was compiled from web sites, other publicly available sources, and information provided by Golf Getaway.



The Bay Club
 9122 Libertytown Road
 Berlin, Maryland 21811
 1-800-BAY-CLUB

Contact: Ed Lorenz, PGA Professional

The only Ocean City golf course designed, built, owned, and operated by PGA Professionals, The Bay Club represents what *Tee Time Magazine* called "golf on a grand scale." Golfers can test their skill and courage at #14 Devil's Island, the area's original island green, or ponder endless choices of attack at the Green Monster, the spectacular 9th and 18th dual green.

Golf at the Bay Club is as beautiful as it is challenging. Two spectacular championship courses provide a dramatic golfing experience. The tees and greens are sited into the natural woodlands of the area. Adding to the dynamic character of the golfing experience are 426 acres of lakes, natural and man-made wetland areas, and strategically placed sand traps.

The West Course is the original of The Bay Club's championship courses and is the home of Devil's Island, the infamous par three island green at #14, and The Green Monster, a twin par five double green more than 100 yards in width. Architect Russel Roberts carved the spectacular 7,000-yard, par 72, 18-hole championship course through beautiful trees and added difficult water hazards on five holes. This course combines both extreme length and tightness to create a course that requires finesse and strength.

The new East Course features the area's only tour-quality Zoysia grass fairways and was nominated to *Golf Digest's* list of "Best New Courses" in 1998.

COURSE INFO	Type: 36-Hole Regulation Length Semiprivate Facility Year Opened: 1989 Architects: Hank Majewski, Bob Haley, Russel Roberts			
OTHER AMENITIES	3,000-square-foot open clubhouse with golf shop, snack bar, and grill.			
TEES	Par 72	Yardage	Rating	Slope
	Blue:	6,956	73.1	126
	White:	6,511	71.0	124
	Gold:	6,033	68.7	118
	Red:	5,609	71.8	118
GREEN FEES	All green fees include cart, which is required at all times. Weekday fees are Monday-Thursday, weekend fees are Friday-Sunday.			
	March:	\$38/\$45 WD/WE		
	April:	\$49/\$65 WD/WE		
	May-June:	\$49/\$59 WD/WE		
	July-Sept:	\$49/\$34/\$22/\$29 AM/mid-day/after 4:00/after 11:00		
ANNUAL ROUNDS PLAYED	1999 Total Rounds: 52,000			
SEASONAL PLAY DISTRIBUTION	80 percent of play between May 1 and October 31, and 45 percent in 12-week June-August season.			



The Beach Club
 9715 Deer Park Drive
 Berlin, Maryland 21811
 410-641-GOLF
 1-800-435-9223

Contact: Hunt Crosby, PGA Professional

Thirty-six exciting challenges created by world-renowned architect, Brian Ault, are waiting to test your game at The Beach Club Golf Links. Created out of a love for the game, the Beach Club Golf Links is one of Ocean City's premier 36-hole golf facility. Dramatically different in nature, the Inner Links and Outer Links each offer a balance between difficulty and playability. The Inner Links, lined with a forest of maples, oaks, cedars, and dogwoods, like most great courses, is tough from the back but will accommodate those of lesser ability from the forward tees. The Outer Links, with water in play on 15 of 18 holes, challenges all players.

The Beach Club Golf Links is only minutes from the beach yet miles from the crowds. With the opening of the par 72 Inner Links in 1991, The Beach Club created the Ocean City area's longest course at 7,020 yards. The park-like setting of this classic design allows for recovery (and a chance at par) even with an errant tee shot.

In 1996, The Beach Club again tapped Brian Ault to design a new 18-hole course. With the Outer Links, the goal was to create an entirely different golfing experience. While only 6,548 yards in length, the Par 72 Outer Links will test your shot making skill with its emphasis on accuracy. Target golf demands intelligent assessment of risk and rewards if you intend on posting a good score on this modern gem. The Outer Links has been rated the area's most difficult course by the USGA.

COURSE INFO	Type: 36-Hole Regulation Length Semiprivate Facility Year Opened: 1991 Architect: Ault, Clark and Associates			
OTHER AMENITIES	5,800-square-foot open clubhouse with 100-seat dining room, pro shop, and locker rooms.			
TEES	Par 72	Yardage	Rating	Slope
	Black:	7,020	73.0	128
	Blue:	6,602	71.1	125
	White:	6,193	69.2	120
	Red:	5,167	69.0	117
GREEN FEES	All green fees include cart, which is required at all times. Walking is allowed November through March.			
	March:	\$30/\$35 WD/WE		
	April-May:	\$55/\$69 WD/WE		
	July:	\$55 ANY DAY		
SEASONAL PLAY DISTRIBUTION	60 percent of play between June 1 and September 31.			



Bear Trap Dunes Golf Club

RR 2, Box 577K

Ocean View, Delaware 19970

877-BEAR-TRAP

Contact: Bill Hamilton, PGA Professional

Enjoy 170 acres of pure adventure on Delaware's newest and most exciting golf course. Wild, winding bentgrass fairways, expansive beach sand dunes and creative landscaping are just a few reasons Bear Trap Dunes is a breed apart from other Delaware golf courses.

Designed by golf course architect, Rick Jacobson, Bear Trap Dunes, a 6,668-yard, par 72 championship course, offers golfers impeccably groomed oversized greens, imaginative design techniques and a diversity of lengths and tee placements challenging golfers of every skill level.

Only minutes from Bethany Beach, Delaware, Bear Trap Dunes Golf Club invites you to come and explore... and prepare to tame it!

COURSE INFO	Type: 18-Hole Regulation Length (27-Hole 2001) Year Opened: 1999 Architect: Rick Jacobsen
OTHER AMENITIES	Clubhouse, golf shop, restaurant.
GREEN FEES	March: \$40/\$45 WD/WE April: \$70/\$80 WD/WE May-June: \$70/\$80 WD/WE July-August: \$90: 7 Days Sept-Oct: \$70/\$80 WD/WE
ANNUAL ROUNDS PLAYED	Total Rounds: 38,000 Hotel Rounds: 16,000 Direct Rounds: 22,000
SEASONAL PLAY DISTRIBUTION	80 percent of play occurs between April 1 and October 31.

Deer Run Golf Park

Just East of Routes 50 and 90 on Logtown Road

Berlin, Maryland 21811

410-629-0060

888-790-4GOLF

The owners of Deer Run had a collective vision of what they thought was missing in the Ocean City golf market and what they wanted to do. Seldom does vision merge with market demand, but in this case, they have. One owner was quoted saying, "The vision for Deer Run Golf Park was a place where the emphasis is on fun and enjoyment," and the new "Championship Style" course does just that. But it is also one of the more interesting courses in Ocean City. The fairways and landing areas are well framed and the average golfer should find it very enjoyable. Deer Run Golf offers the golfer a great experience. The mission statement at Deer Run is to make golf affordable, enjoyable, fast, and challenging for every level of player.

Open since May 1998, Deer Run's newest gem is a par 70 course. This routing offers the golfer a championship golf experience coupled with a speedy pace of play. The new course is designed by the Whole in One Design company and challenges golfers with holes varying in length from 110 to 595 yards. Accuracy is at a premium for this layout, and the green sizes are huge, requiring correct club selection into the well-bunkered greens. Featured holes on the championship 18 include four par 5s, each well over 500 yards. Add several long par 4s and par 3s ranging up to 205 yards and you have a true test of golf. Six multi-acre lakes make this a beautiful golfer's paradise.

Deer Run also boasts the finest teaching facility in the area. The driving range features 5,000 square feet of Bermuda grass tee from which to practice. Target greens and a 30-yard measured fairway give the practice enthusiast plenty of diversity for learning. The island target green will sharpen everyone's wedge play. A large putting green and chipping area plus three par 3 practice holes complete this practice facility. The Bob Beckelman Golf Academy features two or three days of intense instruction. Individual and group instruction is also available, and clinics are held daily. Video instruction is available for comparison to various tour swings. Deer Run's instructors are also well known club fitters and feature custom clubs. Rounding out the staff of professionals is a master club maker who uses the latest technology to repair a favorite club, build individual clubs, or create a matched set to your specifications.



Eagle's Landing
 12367 Eagle's Nest Road
 Berlin, Maryland 21811
 410-213-7277
 1-800-283-3846
 Contact: Andy Loving, Golf Pro

Eagle's Landing Golf Course is a beautiful seaside golfing paradise with a sweeping vista of land, water, and sky. Located just minutes from Ocean City, Eagle's Landing Golf Course overlooks the serene Sinepuxent Bay and the unspoiled beauty of Assateague Island National Seashore. Eagle's Landing Golf Course boasts some of the most scenic and challenging golf on the Eastern Shore and is the first certified Audubon cooperative sanctuary in Maryland. Eagle's Landing offers superb conditions featuring a hospitable staff and a variety of links style and marshland holes with Bermuda fairways and bent grass greens. Most golfers have commented that "the natural beauty of the land and wildlife tend to let your mind wander from the game."

- Rated 7th best golf course in the state by *Golf Digest Magazine* in 1997.
- Rated 45th in the top 75 affordable golf courses in America by *Golf Digest Magazine* in 1996.
- Rated the 4th best public/private golf course in state by *Golf Digest Magazine* in 1993.

COURSE INFO	Type: 18-Hole Regulation Length Municipal Golf Course Year Opened: 1991 Architect: Dr. Michael Hurdzan			
OTHER AMENITIES	10,000-square-foot clubhouse with large pro shop, snack bar and restrooms.			
TEES	Par 72			
		Yardage	Rating	Slope
	Beast:	7,003	74.3	126
	Gold:	6,306	70.8	121
	White:	5,700	68.2	115
	Red:	4,896	69.3	115
GREEN FEES	Carts included.			
	March:	\$42/\$47 WD/WE		
	April-May:	\$50 all times		
	June-August:	\$50 all times		
	Sept-Oct:	\$50 all times		
ANNUAL ROUNDS PLAYED	7/91-6/92	7/92-6/93	7/93-12/93	1999
	33,000	41,983	29,911	47,000
SEASONAL PLAY DISTRIBUTION	April 1-October 31:		85%	



Green Hill Yacht and Country Club

*Whitehaven Road
Salisbury, Maryland
410-749-1605*

Since 1927, Green Hill Yacht and Country Club has served the golf and social community of Salisbury, Maryland as the Eastern Shore's most prestigious private country club. The traditional layout features tree-lined Bermuda fairways and fast greens along scenic riverside holes. This beautiful 18-hole championship golf course is open for limited public play and is now even better than ever: The club maintains its status as the preferred social and sporting venue for business professionals and families. Member satisfaction is at an all-time high.

Ranked #2 in the state of Maryland by *The Washington Times*, Green Hill offers an 18-hole, 6,790-yard, par 72 golf course that is championship in every way. The pride of Salisbury, Green Hill has played host to several PGA section tournaments. The classic layout is challenging and thoroughly enjoyable. The golf course tests abilities with water coming into play in 12 holes and tall trees hanging precariously over edges of fairways and well guarded greens. Fret not, however, the golf course is user friendly to higher handicap golfers.

The golf course has unique but preferred Bermuda grass fairways, and its bentgrass greens (small, fast and true rolling) provide ideal putting surfaces. The golf course is consistently well maintained for optimal playing conditions (nonmetal spikes are mandatory). Holes along the Wicomico River allow for scenic wonderment.

Members say that every hole on the golf course is a signature hole, and they never get bored playing it. Guests of members are impressed with every aspect of the golf course.

And there's more to Green Hill's golf program: a newly improved, natural turf driving range and practice facility; a comprehensive tournament schedule for all handicaps; PGA instructions; activities for junior and senior golfers; club fittings; men's and women's locker rooms; bag storage; bag drop; and a newly renovated golf shop offering the latest in brand name golf equipment and apparel.



Lighthouse Sound Golf Club and Community

St. Martin's Neck Road

Bishopville, MD

410-352-5767

Contact: Mark Bayer, PGA Professional

Lighthouse Sound Golf Club and Community is located one mile west of Ocean City on St. Martin's Neck Road. Situated on 1,000 prime acres overlooking the Ocean City skyline, Lighthouse Sound Golf Club was recently designed by one of America's premier architects, Arthur Hills. Mr. Hills took this exquisite Ocean City property and created a spectacular 18-hole championship link-style course. No less than 15 holes play directly on the bay and marsh overlooking Ocean City. A three-quarter mile cart bridge will take you from the bay side holes across to the pristine marsh side.

Lighthouse Sound Golf Club was designed for the most discriminating golfer. It is destined to be a "must play" throughout the mid-Atlantic states and is surely to become one of the best public courses to play in America. It opened in the spring of 2000.

COURSE INFO	Type: 18-Hole Regulation Length Year Opened: 2000 Architect: Arthur Hills
OTHER AMENITIES	13,000-square-foot clubhouse, golf shop, restaurant, locker room, golf school.
GREEN FEES	March: \$100/\$125 WD/WE April: \$125/\$145 WD/WE May-June: \$125/\$145 WD/WE July-August: \$125: 7 days Sept-Oct: \$125/\$145 WD/WE
ANNUAL ROUNDS PLAYED	Total Rounds: 20,000 Hotel Rounds: 7,000 Direct Rounds: 13,000
SEASONAL PLAY DISTRIBUTION	80 percent of play occurs between April 1 and October 31.



Nassawango Country Club
Snow Hill, Maryland 21863
 410-632-3114

Contact: Tim Brittingham, PGA Professional

Nassawango Country Club is an 18-hole championship golf course situated on the banks of the beautiful Pocomoke River. The course opened in 1970 and is carved out of the Pocomoke Forest. Nassawango is an older style course with an assortment of doglegs, water hazards and bunkers. Nassawango is located between the Pocomoke River and Snow Hill, which is approximately 30 minutes from Ocean City, Maryland. Its amenities include a full-service restaurant, pro shop, tennis court, swimming pool, and putting green.

COURSE INFO	Type: 18-Hole Regulation Length Private Non-Equity Facility Year Opened: 1971 Architect: Russell Roberts			
OTHER AMENITIES	Pool, tennis courts, restaurant, and bar.			
TEES		Yardage	Rating	Slope
	Champ:	6,634	72.0	126
	Men's:	6,344	70.7	123
	Ladies':	5,760	72.3	121
GREEN FEES	May-October:	\$31.10 for nonmembers with cart.		
ANNUAL ROUNDS PLAYED		1993		
	Total Rounds:	30,000		
	Member/Owner:	22,500		
	Hotel/Other:	7,500		
MEMBERSHIP INFO		1994		
	Initiation:	\$200		
	Single:	\$914/Yr.		
	Family:	\$1,150/Yr.		
	Number of Members:	330		



Nutters Crossing Golf Club
 30287 Southampton Bridge Road
 Salisbury, Maryland 21801
 410-860-GOLF
 Contact: Rob Bailey, Assistant Pro

Golf is fun at Nutters Crossing. You can break up your trip to or from the beach and play a great game of golf. The 90-degree rule is in effect most of the year, which will enable you to ride to your ball. Beautiful lush fairways roll over gently sloping hills, past eight water hazards and through a maze of more than 50 bunkers to rolling greens built to USGA specifications.

And don't be fooled by the relatively modest back tee yardage. With water lurking on no fewer than a dozen holes, even the most advanced player will be severely tested. Nutters Crossing is the focal point of an upscale residential community located just minutes from Ocean City. Consistently recognized as one of the area's best conditioned courses, Nutters Crossing offers two distinct layouts: the front side is wide open and gives players the chance to let out a little shaft on the tee; the back side trails through woodlands and provides a test of accuracy.

For your next tournament, group outing, or just a relaxing day of golf, come and experience one of the Eastern Shore's best kept secrets. Before or after your round, relax in the classic colonial brick clubhouse with dining facilities and pro shop or make use of the extensive practice facilities.

Nationally known golf course architects Ault, Clark & Associates have transformed a typically level Eastern Shore site into a beautiful rolling landscape.

COURSE INFO	Type: 18-Hole Regulation Length Semiprivate Facility Year Opened: 1991 Architect: Ault, Clark & Associates			
OTHER AMENITIES	Colonial brick clubhouse, snack bar, pro shop, and practice range.			
TEES	Par 70	Yardage	Rating	Slope
	Blue:	6,033	67.1	115
	White:	5,668	65.3	112
	Red:	4,851	66.5	110
GREEN FEES	All green fees include cart, which is required at most times.			
	Spring:	\$25 all times		
	Summer:	\$30 all times		
	Twilight:	\$10 walking rate		
ANNUAL ROUNDS PLAYED		1993		
	Total Rounds:	37,000		
	Member Rounds:	19,000		
	Visitor Rounds:	18,000		
SEASONAL PLAY DISTRIBUTION	90 percent of play between April 1 and October 31.			



Ocean City Golf and Yacht Club

11401 Country Club Drive

Berlin, Maryland 21811

410-641-1779, 1-800-442-3570

Contact: William Sass, PGA Professional

Ocean City Golf and Yacht Club offers golfers the resort area's best in traditional and contemporary courses. The club features the recently redesigned and rebuilt par 72 Newport Bay Course and the original 18-hole par 73 Seaside Course. It offers players at every level of experience, age, and ability a round of golf with solitude and beauty that will inspire you to challenge the course and evaluate both your play and enjoyment of the game.

Established in 1959, Ocean City Golf and Yacht Club's Seaside Course has consistently been one of the most popular courses for members and visitors for almost 40 years. The Seaside Course was designed in the traditional style of the late 50s and early 60s and rewards the free-swinging hitter who can keep long drives in play.

The totally redesigned and rebuilt Newport Bay Course has given Ocean City Golf and Yacht Club two entirely different courses that are as different as night and day. The Newport Bay Course has all the elements of the best in contemporary course design.

COURSE INFO	Type: 36-Hole Regulation Length Semiprivate Facility Year Opened: 1 st -18: 1959, 3 rd -9: 1971, 4 th -9: 1984 Architect: Lester George		
OTHER AMENITIES	Large clubhouse with 1,200-square-foot pro shop, 1,000-square-foot snack bar.		
TEES	Seaside	Par 73	
		Yardage	Rating
	Champ:	6,520	70.9
	Men's:	6,252	69.7
	Ladies':	5,848	73.1
	Newport Bay	Par 72	
		Yardage	Rating
	Champ:	6,526	71.7
	Men's:	6,211	70.2
	Ladies':	5,396	71.3
GREEN FEES	All green fees include cart, which is required at most times.		
		Seaside Bay	Newport Bay
	April-May:	\$56/\$69 WD/WE	\$74/\$85 WD/WE
	June-August:	\$55/\$55 WD/WE	\$76/\$76 WD/WE
	Sept-Oct:	\$56/\$69 WD/WE	\$74/\$85 WD/WE
ANNUAL ROUNDS PLAYED	1990 75,000	1993 80,000	50 percent of play is by members.
SEASONAL PLAY DISTRIBUTION	90 percent of play between April 1 and October 31.		

Pine Shore Golf
 11285 Beauchamp Road
 Berlin, Maryland 21811
 410-641-5100
 1-877-4GOLF98
 Contact: Al Janis, Owner

Pine Shore Golf is a 27-hole, par 30 (per nine holes), executive course. There are three nines, The Dogwood, The Willow, and The Pines, each with its own distinct characteristics. Tee times are not required or accepted and, weather permitting, Pine Shore is open year round.

Pine Shore Golf is located eight minutes outside of Ocean City in Berlin, Maryland. The course was designed by Al Janis, golf course architect and built by Golf by Janis. The course opened in 1979 and by the spring of 1980 offered 18 holes. With the 1986 addition of 9 holes, Pine Shore Golf now offers 27 holes of challenging golf for the "Duffer to the would-be Pro."

Even though an executive golf course is shorter in total course length, Pine Shore Golf provides the same fundamental challenges that championship courses do. Pine Shore Golf has regulation size tees and greens. Any one of the holes could be placed on a regulation course. You have to hit accurate shots, you have to steer clear of hazards and you have to make your putt. Pine Shore Golf offers you the opportunity to use every club in your bag.

Each of the three 9-hole courses offers enough different features to make the course a very interesting one to play. Each 9-hole par 30 course has three Par 4s with the rest of the holes being Par 3s. The different combination of the courses chosen for 18-hole play give the returning golfer a day-to-day challenge. The Dogwood nine is tight and wooded and calls for accurate tee shots. The Willow nine has water on seven of the nine holes; make sure you have extra golf balls. The Pines nine is more open but has numerous bunkers and ponds and offers the longest Par 4 of the three courses.

In the summer, there are twilight golf rates and golf specials. Pine Shore Golf may sound easy and tame, but golfers should beware: There's a little monster in each of the courses that's waiting for you.

COURSE INFO	Type: 27-Hole Executive Length Public Facility Year Opened: 1979, 1980, 1982 Architect: Al Janis			
OTHER AMENITIES	Golf shop (600 square feet) and snack bar (800 square feet).			
TEES		Pines 9	Dogwood 9	Willow 9
	Men's:	1,663	1,717	1,602
	Ladies':	1,342	7,377	1,240
GREEN FEES	Spring:	\$11		
	Summer:	\$14		
	Annual Members:	\$8.25		
	Junior/Senior Discount is \$3 off per round			
ANNUAL ROUNDS PLAYED		1991	1992	1993
	Total Rounds:	52,000	45,000	40,000



River Run Golf Club
 11605 Masters Lane
 Berlin, Maryland 21811
 410-641-7200
 1-800-733-RRUN

Contact: Bob Baldassari, PGA Professional

Just when you thought you've played them all, along comes River Run. The 6,705-yard course takes full advantage of the natural foliage and terrain and is located just seven miles west of Ocean City. Each of the 18 holes presents its own challenge, working together to provide the most diverse and satisfying golf experience imaginable.

River Run's 250-acre site has always been a riverfront picture of beauty. Originally forest and farmland, it is now golf at its best. The developers vowed to ensure that the unspoiled nature of the land was protected and improved. That was the motivating factor behind the choice of golf legend Gary Player to design the centerpiece of River Run. Working hand-in-hand with the developer, Player created a magnificent 6,705-yard course that takes full advantage of the site.

Player's experience in golf course design is rivaled only by his experience on the course itself. His level of skill shows in the thoughtful, yet challenging way River Run is laid out. River Run is a varied golf course. The front nine is reminiscent of Scottish-type courses, with open, rolling, mounded fairways. The back side presents the challenge of driving tee shots down majestic, tree lined fairways and over natural marshes. All 18 holes work together to provide the most diverse and satisfying golf experience imaginable. River Run is playable, purposefully designed to permit the golfer to play Gary Player's bump and run game. Although the entire course is magnificent, the 9th and 18th holes offer spectacular views of the St. Martin River.

COURSE INFO	Type: 18-Hole Regulation Length Semiprivate Facility Year Opened: 1991 Architect: Gary Player Design			
OTHER AMENITIES	Clubhouse with dining room, pro shop, and locker rooms. Fitness spa, swimming pool, and tennis courts.			
TEES	Par 71			
		Yardage	Rating	Slope
	Black:	6,705	70.4	128
	Gold:	6,312	68.7	123
	White:	5,959	67.7	120
	Red:	5,002	73.1	117
GREEN FEES	All green fees include cart, which is required at all times.			
ANNUAL ROUNDS PLAYED		1999		
	Total Rounds:	42,000		
SEASONAL PLAY DISTRIBUTION	60 percent of play between June 1 and August 31.			



Rum Pointe Seaside Golf Links

7000 Rum Pointe Lane

Berlin, Maryland 21811

410-629-1414

888-809-4653

Contact: Mark Bayer, PGA Professional

Rum Pointe Seaside Golf Links has become Ocean City's "must play" new course and one of Maryland's premier golf venues. This spectacular seaside design by the world-renowned father/son team of Pete & P.B. Dye opened in the Spring of 1997. Located on Highway 611 on the Sinepuxent Bay overlooking Assateague National Seashore Park, Mother Nature and the Dyes have combined talents to bring world-class golf to the Ocean City area.

This Scottish-style links is the only area course to feature bent-grass on the fairways and greens. No less than 17 of the 18 holes have a bay view with several holes having direct bay frontage where you can start your ball over the water to shorten the hole. The Dyes have certainly created situations of risk and reward that will quicken the heart rate of even the most experienced golfer. From the back tees this championship quality course is capable of hosting a PGA Tour stop but forgiving enough from the middle tees to satisfy golfers of all skill levels. Rum Pointe, with bent grass from tee to green, is a full service facility staffed by PGA Professionals.

The clubhouse at Rum Pointe features a full service restaurant operated by Mulligan's Restaurant, where you can order your favorite food and beverage while enjoying the most spectacular and unspoiled view of the bay in the Ocean City area.

COURSE INFO	Type: 18-Hole Regulation Length Year Opened: 1997 Architects: Pete & P. B. Dye
OTHER AMENITIES	5,000-square-foot clubhouse, golf shop, restaurant.
GREEN FEES	March: \$79/\$89 WD/WE April: \$84/\$99 WD/WE May-June: \$84/\$94 WD/WE July-August: \$84: 7 Days Sept-Oct: \$84/\$99 WD/WE
ANNUAL ROUNDS PLAYED	Total Rounds: 41,000 Hotel Rounds: 20,500 Direct Rounds: 20,500
SEASONAL PLAY DISTRIBUTION	80 percent of play between April 1 and October 31, 45 percent.